

Tobacco Tid-Bits

Tobacco Free Coalitions of Clark County and Skamania County
Clark County Public Health • Tobacco Prevention and Education Program

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<http://www.clark.wa.gov/health/tobacco/tidbits.html>

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Great American Smokeout Celebrated in Many Ways

The 30th annual American Cancer Society Great American Smokeout (GASO) was full of local events encouraging people to stop using tobacco and raising awareness of the many effective ways to quit for good. The media was very interested in covering GASO this year - with local radio stations, television stations and newspapers publicizing the day. Donna Boyer, probation officer and volunteer coordinator at the Clark County Juvenile Justice Center was featured in an Oregonian newspaper article for her smokeout efforts 30 years ago, when GASO began, and today. "If people stop smoking for one day," Boyer said in the article, "maybe they'll stop for two, or a month, or a lifetime." Other GASO activities included tobacco education displays at Clark College, Clark County Center for Community Health, the Boys & Girls Club, the Firstenburg Community Center and numerous schools. Several schools handed out hospital wristbands that were worn in memory of someone who has died or become sick from tobacco. A total of 3,000 bracelets were donated by Southwest Washington Medical Center. Barbara Bryant in the Marketing Department and Tim Washburn in Supplies were instrumental in making that large donation happen. Students also signed a tobacco memorial poster and tobacco free pledge sheets, distributed tobacco education materials and played tobacco roulette. M*A*S*H members assembled and distributed Quit Kits to a variety of community organizations. Skamania Lodge offered cessation and Quit Line materials to their employees, Subway Sandwich merchants offered a free "Going Cold Turkey" 6 inch sub and Quit Line card to customers who bought a 6 inch sub at regular price, and one local Starbucks handed out Quit Line cards with their coffee. Even though GASO is over for this year, it is never too late to quit. Tobacco users are encouraged to contact the Washington state [Tobacco Quit Line](#) at 800-QUIT-NOW to start reaping the immediate benefits of a tobacco-free lifestyle.

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Student smokefree pledge



Laurin Middle School & Battle Ground High school staff



Clark College display



School tobacco display



Subway serves "Cold Turkey" subs



HIV outreach team



ESD 112 Welcomes Kara Seaman

Kara Seaman is the new Tobacco Prevention Coordinator for ESD 112. Kara has a master's degree in counseling and has most recently worked with youth in Cowlitz County as a Prevention/Interventionist. "I am really looking forward to working with the many professionals working on tobacco prevention in our region," she said. "I've worked many years with youth struggling with tobacco addiction and am grateful for this opportunity to use my experience in a larger capacity." You may reach Kara at Educational Service District 112, 2500 NE 65th Ave., Vancouver 98661. Phone 360.750.7500 x133. Fax 360.750.9142. E-mail: kara.seaman@esd112.org

High School Senior Project Manual now Available

Students looking for a high impact senior project may want to consider tobacco prevention. The subject is a hot one - with Washington recently adopting a clean indoor air policy and many other states following suit. The Tobacco Prevention Resource Center can help. They have partnered with the ESD 112 Service Learning Department to produce a manual for high school seniors considering a project related to tobacco prevention. But you don't have to be a high school senior to use it. The manual may also be helpful for community prevention clubs. Although the manual is geared for high school seniors, much of the information and many of the activities would be applicable for other youth doing prevention work in the tobacco field. There are no restrictions on the manual's distribution or use.

[View the manual](#)

TOBACCO PREVENTION Culminating Project Tools for Students

High Impact Project
a publication of SERVICE LEARNING NORTHWEST



O2 MAGAZINE EVOLVING—CHECK IT OUT!

Do you want to know what's been happening with O2 Magazine? Curious about the O2 Evolution? Interested in getting involved? If you answered "YES" to any of these questions, go to <http://www.seethruthesmoke.com/o2magazine/index.php> to check out the Fall 2006 edition of O2 Magazine! O2 Magazine is a statewide publication that connects Washington youth advocating for tobacco prevention. The publication is now managed by ESD 112 with the goal to inspire youth to action and to provide them with the knowledge, resources and support they need to fight against tobacco.

It is Official: 1-800-QUIT-NOW

The new Quit Line number became official on November 16 - the day of the Great American Smokeout. There is no discernible change in service for the caller, and calling either the old or the new number will still connect you directly to the Washington State Tobacco Quit Line. The change was made because the new number is easier to remember and a national campaign that uses this new number will be running ads in our state in late 2007. Making the change now will help avoid the confusion of promoting two different numbers. The campaign will be developed by the Legacy Foundation and funded by the Centers for Disease Control and Prevention. The Spanish Tobacco Quit Line number remains the same 1-877-2NO-FUME (266-3863). The DOH Tobacco Prevention and Control Program's next cessation media campaign will debut in mid-January, 2007, and it will be referring smokers to 1-800-QUIT-NOW. Please remember, as you have printed materials coming up for reprint, to change to the new Quit Line number.

Washington State Department of Health

Tobacco Quit Line

1-800-QUIT-NOW

toll-free

1-800-784-8669

QUITLINE.COM

Three More States Pass Clean Indoor Air Laws

Voters in Ohio, Arizona, and Nevada voted overwhelmingly in favor of clean indoor air ballot initiatives in November. These states will become the 15th, 16th, and 17th states in the U.S. to enact comprehensive smokefree legislation for workers, including restaurant and bar workers. They join Washington, California, Delaware, New York, Connecticut, Maine, Massachusetts, Rhode Island, Montana, Vermont, New Jersey, Utah, Colorado, and Hawaii, as well as Puerto Rico, and Washington DC. In each state (Ohio, Arizona, and Nevada), health groups led by the American Cancer Society collected signatures to place comprehensive smokefree workplace initiatives on the ballot. In a new tactic, opponents led by tobacco and gambling interests placed similar sounding, but vastly different, initiatives on the ballot. Voters overwhelmingly passed the health group initiatives and soundly defeated opponent initiatives.

Smoking Ventilation Systems Called Ineffective

Ventilation systems touted as an alternative to banning smoking in indoor public spaces fail to eliminate soot and carcinogens and can contaminate the nonsmoking areas of buildings, researchers say. A study of three restaurants using ventilation systems found that in one case, airborne contaminants were higher in the non-smoking restaurant side than in the bar where smoking was allowed. In another cases, air-pollution levels were higher than they were before supposedly less-efficient air-cleaning systems were replaced. Lead researcher James Repace, PhD, found that the displacement systems, which are called state-of-the-art, were difficult to maintain and were not working properly. "I don't think it is possible for somebody to come up with a system that works," Repace said. The U.S. Surgeon General, in a recent report on secondhand smoke, said that, "separating smokers from nonsmokers, cleaning the air, and ventilating buildings cannot eliminate exposures of nonsmokers to secondhand smoke." Excerpts from Associated Press 11/1/06.

Smoking Moms More Likely to Have Babies with Heart Defects

Women who smoke early in their pregnancy are more likely to give birth to children with congenital heart defects (CHD), according to a new study. A study involving 566 infants with CHD, 491 children without the disease, and their parents found that women who smoked any time between a month prior to conception and the end of the first trimester of pregnancy were 60% more likely to have children with CHD. Researchers added that exposure to secondhand smoke early in pregnancy also appeared to increase CHD risk. "The heart's basic structures develop very early in pregnancy, before many women realize they are pregnant," said study author Sadia Malik of the University of Arkansas for Medical Sciences in Little Rock. "Thus, even if a woman quits smoking at six weeks or later, her fetus will still have been exposed to the harmful effects of cigarette smoking during cardiac development." Excerpts from [HealthDaynews 11/14/06](#).

Exercise Helps Smokers Quit

Want to quit smoking? Hit the gym. A study released by the American College of Chest Physicians found smokers who combine exercise with nicotine gum or transdermal patches are more likely to quit than those who rely on nicotine replacement therapy alone. A total of 68 patients at two Austrian hospitals were randomly assigned to either a treatment program that included exercise or one that only used nicotine replacement therapy. After three months, 80% of those who exercised had quit smoking, while 52% of those in the group that did not exercise had quit. The study also found that those who exercised were more likely to reduce their cigarette smoking if they did not quit. In addition, they also scored better on several tests measuring respiratory health. The study was conducted at Otto Wagner Hospital and Lainz Hospital in Austria. [Reuters 11/1/06](#).

Smoking May Boost Teens' Asthma Risk

Teenagers who smoke are more likely than their peers to develop asthma, a finding that highlights the immediate danger of smoking. Experts have suspected that cigarette smoking was a risk factor for the onset of adolescent asthma, but studies have been inconclusive. One of the problems is that most studies have looked at adults. It's difficult, for instance, to separate asthma symptoms from emphysema and chronic bronchitis, which are common in older smokers. So for the current study, researchers at the University of Southern California in Los Angeles followed 2,609 children between the ages of 8 and 15 who were initially asthma-free. They found that kids who said they regularly smoked were four times more likely than non-smokers to develop asthma over the next eight years. Children whose mothers had smoked during pregnancy were particularly vulnerable. The findings are among the first to show that some health consequences of smoking emerge quickly, the study authors report in the [American Journal of Respiratory and Critical Care Medicine](#).

Using Contractor Resources to the Fullest

January 7, Vancouver- [Mapping Your Path to Success -- Mining and Communicating Data](#)

This training is specifically for Washington State Department of Health (DOH) Tobacco Prevention and Control contractors who use contractor resources and the Catalyst reporting system. This training will include hands-on access to and review of contractor resources available on DOH contractor Web site and Catalyst. Materials specific to each contractor will be pulled together and provided. It should provide a better understanding of all of the resources and data that are available to contractors and how to use these data in conjunction with each other. Training will take place in the ESD 112 computer lab, 2500 N.E. 65th Avenue, Vancouver. The morning will focus on review of materials, data and resources available to contractors. The afternoon will focus on hands-on access to online resources, questions and answers, and specific assistance for those individuals who may need it. Presenters are Susan Richardson and Stacy Scheel-Hirsch from DOH. [Register now](#) or for more information contact: Sheryl Taylor at sheryl.taylor@esd112.org or 360.750.7500 x266. Registration deadline is 1/3/07.

Media Literacy Training

December 12, Renton - [Media Literacy Training](#)

Tobacco companies continue to create new customers for their products and due to their targeted outreach, we are now experiencing a range of health disparities with communities of color and with lesbian, gay, bisexual, transgender, and queer communities. What is the role our media system plays in challenging or supporting our health? What are the connections between representation, misrepresentation, and addiction? Media literacy, the ability to critically create and consume media, has increasingly become an important skill for prevention educators across the country. This interactive, multi-media workshop presented by Andrea Quijada from the New Mexico Media Literacy Project will guide participants through an introduction to general tools of media literacy, define techniques of persuasion, and review the New Mexico Media Literacy Project's curriculum. [Register now](#) or for more information contact: Stephanie Silvernail at ssilvernail@psed.org or 425-917-7822. Registration deadline is 1/22/07.

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Newsletter Contacts:

- [Editor, Kimberly Nelson](#)
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- [Tobacco Free Coalition of Skamania County](#)
- [Clark County Public Health Tobacco Prevention and Education Program](#)
- [Washington State Department of Health Tobacco Prevention and Control Program](#)
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Send photos of your tobacco-related event to:
TobaccoTidbits@comcast.net

Calendar of Events

- 12/05 Tobacco Free Coalition of Clark County**, 2:30-4 PM, Memorial campus of SWMC, Medical Office Building, Fir/Willow Room, 100 E. 33rd St, Vancouver. Contact: [James Lanz](#): 360.397.8416
- 12/12 The Art of Facilitation**, 9 AM - 4 PM, Red Lion at the Quay, Vancouver. More info: www.tobaccoprc.org
- 12/14 Tobacco Free Coalition of Skamania** meeting, 3:00-4:30 PM, Rock Creek Center, Stevenson. Contact: [James Lanz](#): 360.397.8416
- 12/14 Secondhand Smoke Task Force** meeting, 1:30-3 PM, Clark County Center for Community Health, 3rd floor. Contact: [Theresa Cross](#), 360.397.8000 x 7378
- 1/17 Alternative to Ticketing Task Force** meeting, Noon – 1:30 PM, Clark County Public Health. Contact: [Long Vue](#) 360.397.8214
- 1/19 American Cancer Society SpeakOUT** Workshop. Red Lion Inn at Salmon Creek. 1500 NE 134th St., Vancouver Contact: Emily Dietman, 206.674.4185 emily.dietman@cancer.org

Tobacco Prevention and Cessation Related Web Links

- [Action on Smoking and Health](#) - Everything for people concerned about smoking and nonsmokers' rights, smoking statistics, quitting smoking, smoking risks, and other smoking information: www.ash.org
- [Americans for Nonsmokers' Rights](#) - Leading national organization dedicated to nonsmokers' rights: www.no-smoke.org
- [American Legacy Foundation](#) - A national, independent public health foundation located in Washington, D.C., the foundation develops national programs that address the health effects of tobacco use: www.americanlegacy.org
- [Campaign for Tobacco Free Kids](#) - Fighting to free America's youth from tobacco and to create a healthier environment: www.tobaccofreekids.org
- [CHAMPSS](#), Children Helping And Motivating Parents to Stop Smoking - Provides kids with tips on how to talk to their parents about quitting smoking, and offers educational materials and other information they will need to support their parents through a quit attempt: www.champss.org
- [Chewfree.com](#) - A Web site designed to help people quit using chewing tobacco or snuff (smokeless tobacco): www.chewfree.com
- [O2 Magazine](#) - A publication designed by Washington teens to discuss their efforts at fighting tobacco and showcase their creative talents with feature stories original artwork and photographs: www.seethruthesmoke.com/o2magazine/index.html
- [Tobacco Fact Clipboard](#) - The American Legacy Foundation has compiled a wide range of tobacco, smoking, and health-related facts in a single, easy to use database: www.americanlegacy.org/factclipboard
- [SecondHandSmokesYou](#) - Washington State Department of Health information on the revised Clean Indoor Air Act (RCW 70.160) that went into effect 12/8/05: www.secondhandsmokesyou.com
- [SeeThruTheSmoke.com](#) - A Washington State Department of Health web site where you can find facts and information about the dangers of tobacco, interactive features, ways to get involved in the real-world, news stories, contests and much more: www.seethruthesmoke.com
- [Smoke-Free Environments Law Project](#) - includes detailed information on reasons why smoke-free apartments make sense for landlords and tenants and are in conformity with the law. Lists methods of addressing the issue and links to other Web resources: <http://www.tcsq.org/sfelp/apartment.htm>
- [SMOKEFREE Network](#) - Site aimed at winning the right to breathe smoke-free air, facilitating communication among smoke-free advocates and key decision makers and sharing information about the tobacco industry: www.SMOKEFREE.net
- [Smoke-Free Pregnancy Resource](#) - A national program supported by The Robert Wood Johnson Foundation working to discover the best ways to help pregnant women quit smoking and spread the word about effective, evidence-based treatments: www.smokefreefamilies.org
- [Tobacco Scam](#) - Know a restaurant that needs convincing to go smoke free? Have them get the facts about the benefits of going smoke-free at: www.TobaccoScam.ucsf.edu
- [Tobacco Quit Line](#) - A cessation specialist will provide free one-on-one counseling and a customized quit plan to help you kick the habit for good. Listen to a sample call at: www.QuitLine.com
- [Tobacco Prevention Resource Center](#) (TPRC) - provides training and technical assistance to Washington State Department of Health tobacco prevention and control contractors and other key stakeholders. Operated by ESD 112 in partnership with the network of nine ESDs in Washington State. www.tobaccoprc.org
- [The Tobacco Technical Assistance Consortium](#) (TTAC) is an independent, nonprofit organization dedicated to assisting organizations in building and growing highly effective tobacco control programs: www.ttac.org

Links to external resources are provided as a public service and do not imply endorsement by the Clark County Health Department.